AMENDMENTS TO THE CLAIMS

1-19. (Cancelled)

20. (Currently Amended) A method for delivering a ~~customized offer for sale~~best local price of an item of merchandise ~~from a retailer proximate a user~~,comprising:

obtaining information identifying ~~a user profile including~~ an item of merchandise that the user desires to purchase ~~and the user's shopping preferences~~;

determining a physical location of the user;

~~transmitting the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

querying ~~the~~a computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user~~;, a result of the query identifying a retailer proximate the user selling an item of merchandise associated with the item of merchandise that the user desires to purchase;~~

~~generating a customized offer for the item of merchandise based on the user profile and the result of the query;~~

~~receiving from the retailer-based agent the customized offer for sale of the item of merchandise that is offered for sale from the retailer proximate the user; and~~

identifying the best local price in response to the query, the best local price comprising a lowest price at which the item of merchandise that the user desires to purchase is available for purchase as between multiple retailers proximate to the user; and

displaying the ~~customized offer~~best local price and an identification of a retailer from among the multiple retailers proximate to the user at which the item of merchandise that the user desires to purchase is available for purchase at the best local price~~a physical location of the retailer~~.

21. (Previously Presented) The method of claim 20, further comprising obtaining information identifying a shopping list comprising a plurality of items of merchandise from the user.

22.   (Currently Amended) The method of claim 21, ~~further comprising querying a computerized network of information utilizing a~~ where the query is based on the information identifying the shopping list of items of merchandise and the physical location of the user.

23.   (Currently Amended) The method of claim 21, wherein said shopping list is generated by the user at a location remote from the <u>multiple</u> retailers <u>proximate to the user</u>.

24.   (Previously Presented) The method of claim 20, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

25.   (Previously Presented) The method of claim 20, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

26.   (Cancelled)

27.   (Cancelled)

28.   (Currently Amended) An apparatus that delivers a <u>best local price</u> ~~customized offer for sale~~ of an item of merchandise ~~from a retailer proximate a user~~, comprising:

a processor;

memory that stores information under the control of the processor; and

a computer executable program embodied on a computer readable medium in communication with the processor, the computer executable program including;

a code segment that obtains information identifying ~~a user profile including~~ an item of merchandise that the user desires to purchase ~~and the user's shopping preferences~~;

a code segment that determines a physical location of the user;

~~a code segment that transmits the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

a code segment that queries ~~the~~a computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user~~, the result of the query identifying a retailer proximate the~~

~~user selling an item of merchandise associated with the item of merchandise that the user desires to purchase;~~

~~a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query;~~

~~a code segment that receives the customized offer for sale of the item of merchandise from the retailer-based agent , the item of merchandise being offered for sale at the retailer proximate the user; and~~

a code segment that identifies the best local price in response to the query, the best local price comprising a lowest price at which the item of merchandise that the user desires to purchase is available for purchase as between multiple retailers proximate to the user; and

a code segment that displays the ~~customized offer~~best local price and an identification of a retailer from among the multiple retailers proximate to the user at which the item of merchandise that the user desires to purchase is available for purchase at the best local price~~a physical location of the retailer~~.

29.   (Previously Presented) The apparatus of claim 28, further comprising a code segment that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

30.   (Currently Amended) The apparatus of claim 28, ~~further comprising a code segment that queries a computerized network of information utilizing a~~where the query is based on the information identifying the shopping list of items of merchandise and the physical location of the user.

31.   (Currently Amended) The apparatus of claim 29, wherein said shopping list is generated by the user at a location remote from the multiple retailers proximate to the user.

32.   (Previously Presented) The apparatus of claim 28, further comprising a code segment that displays a list of items of merchandise available at the retailer and the prices associated therewith.

33.   (Previously Presented) The apparatus of claim 28, further comprising a code segment that determines the closest retailers surrounding the user, and logic that suggests items of merchandise for sale at the closest retailers surrounding the user.

34.   (Previously Presented) The apparatus of claim 28, further comprising a code segment that recognizes patterns to enhance the location of pertinent information.

35.   (Cancelled)

36.   (Currently Amended) A method for delivering a best local price ~~purchasing information for sale~~ of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying a user profile including an item of merchandise that the user desires to purchase and the user's shopping preferences;

determining a physical location of the user;

~~transmitting the physical location of the user and the user profile to a retailer agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

automatically querying ~~the~~a computerized network of information utilizing a query based on the user profile and the physical location of the user~~, a result of the query identifying retailers proximate the user selling items of merchandise associated with the item of merchandise that the user desires to purchase;~~

~~generating purchasing information for the item of merchandise according to the user profile and the result of the query;~~

~~receiving the purchasing information from the retailer agent, the purchasing information including an offer for sale of the item of merchandise being associated with the item of merchandise that the user desires to purchase; and~~

identifying the best local price in response to the query, the best local price comprising a lowest price at which the item of merchandise that the user desires to purchase is available for purchase as between multiple retailers proximate to the user; and

displaying the <u>best local price and an identification of a retailer from among the multiple retailers proximate to the user at which the item of merchandise that the user desires to purchase is available for purchase at the best local price</u><s>purchasing information</s>.

37. (Currently Amended) The method of claim 36, further comprising parsing the <s>item</s> information <u>identifying the user profile</u> based on predefined criteria to create the query.

38. (Previously Presented) The method of claim 36, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

39. (Previously Presented) The method of claim 36, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandize for sale at the closest retailers surrounding the user.

40. (Previously Presented) The method of claim 39, further comprising recognizing patterns to enhance determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

41. (Cancelled)

42. (Currently Amended) A method for delivering a <u>best local price</u> <s>customized offer for sale</s> of an item of merchandise from a retailer proximate a user, comprising:

obtaining user profile information from the user, the user profile <u>information</u> including information identifying <u>an</u> item<u>s</u> of merchandise <u>that the user desires to purchase</u> and the user's shopping preferences;

determining a physical location of the user;

<s>transmitting the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;</s>

querying <s>the</s><u>a</u> computerized network of information utilizing a query based on the user profile information and the physical location of the user<s>, a result of the query identifying retailers proximate the user having the item of merchandise for sale</s>;

~~generating customized offers for sale for the item of merchandise based on the user~~
~~profile information and the result of the query;~~

~~receiving from the retailer based agent the customized offers for sale of the item of~~
~~merchandise from retailers proximate the user;~~

~~displaying the customized offer and a physical location of the retailers proximate the user;~~

determining the most proximate retailers surrounding the user; and

suggesting items of merchandise for sale at the most proximate retailers surrounding the user;

<u>identifying at least one best local price in response to the query, the at least one best local price comprising a lowest price at which one or more of the items of merchandise are available for purchase as between the most proximate retailers; and</u>

<u>alerting the user to the at least one best local price.</u>

43.   (Previously Presented) The method of claim 42, further comprising obtaining information identifying a shopping list comprising a plurality of items of merchandise.

44.   (Currently Amended) The method of claim 43, ~~further comprising querying a computerized network of information utilizing a~~ <u>where the</u> query <u>is</u> based on the information identifying the shopping list of items of merchandise and the physical location of the user.

45.   (Previously Presented) The method of claim 43, wherein said shopping list is generated by the user at a location remote from the retailer.

46.   (Cancelled)

47.   (Cancelled)

48.   (Cancelled)

49.   (Currently Amended) An apparatus that delivers a <u>best local price</u> ~~customized offer for sale~~ of an item of merchandise from a retailer proximate a user, comprising:

a processor;

memory that stores information under the control of the processor; and

a computer executable program embodied on a computer readable medium in communication with the processor, the computer executable program including:

a code segment that obtains user profile information from the user, the user profile information identifying an item of merchandise ~~and the user's shopping preferences~~;

a code segment that determines a physical location of the user;

~~a code segment that transmits the physical location of the user and the user profile information to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

a code segment that queries ~~the~~<u>a</u> computerized network of information utilizing a query based on the user profile information and the physical location of the user~~, a result of the query identifying retailers proximate the user having the item of merchandise for sale~~;

~~a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query;~~

~~a code segment that receives the customized offer for sale of the item of merchandise from a retailer-based agent ;~~

~~a code segment that displays the customized offer and the physical location of the retailers proximate the user having the item of merchandise for sale;~~

a code segment that determines the closest retailers surrounding the user;~~and~~

a code segment that suggests items of merchandise for sale at the closest retailers surrounding the user<u>:</u>

<u>a code segment that identifies at least one best local price in response to the query, the at least one best local price comprising a lowest price at which one or more of the items of merchandise are available for purchase as between the closest retailers; and</u>

<u>a code segment that alerts the user to the at least one best local price.</u>

50.   (Previously Presented) The apparatus of claim 49, further comprising a code segment that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

51.   (Previously Presented) The apparatus of claim 49, further comprising a code segment that queries a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

52.   (Previously Presented) The apparatus of claim 50, wherein said shopping list is generated by the user at a location remote from the retailer.

53.   (Previously Presented) The apparatus of claim 49, further comprising a code segment that displays a list of items of merchandise available at the retailer and the prices associated therewith.

54.   (Previously Presented) The apparatus of claim 49, further comprising a code segment that recognizes patterns to enhance the location of pertinent information.

55.   (Cancelled)

56.   (Currently Amended) A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining user profile information from the user, the user profile information identifying the item of merchandise and the user's shopping preferences;

determining a physical location of the user;

~~transmitting the physical location of the user and the user profile to an agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

automatically querying ~~the~~a computerized network of information utilizing a query based on the user profile information and the physical location of the user, a result of the query identifying retailers proximate the user having items of merchandise for sale;

generating purchasing information for the item of merchandise based on the user profile and the result of the query, <u>the purchasing information comprising a best local price that</u>

corresponds to the lowest price at which the item of merchandise is offered as between the retailers proximate to the user;

~~receiving the purchasing information from an agent in response to the identifying purchasing information;~~

displaying the purchasing information;

determining the closest retailers surrounding the user; and

suggesting items of merchandise for sale at the closest retailers surrounding the user.

57.   (Currently Amended) The method of claim 56, further comprising parsing the ~~item~~ user profile information based on predefined criteria to create the query.

58.   (Previously Presented) The method of claim 56, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

59.   (Previously Presented) The method of claim 56, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

60.   (Cancelled)

61.   (Currently Amended) A mobile shopping agent, comprising:

means for receiving from a user an input ~~for a user profile including a~~comprising a product desired to be purchased by the user ~~and the user's shopping preferences~~;

means for automatically querying a computerized network of information identifying items of merchandise for sale at retailers proximate the user utilizing a query based on ~~the user profile~~ the input and a physical location of the user, ~~a result of the query identifying retailers proximate the user selling items of merchandise associated with the product desired to be purchased by the user~~;

means responsive to automatically querying for locating at least one retailer being proximate the user having an item of merchandise for sale that is associated with the desired product;

means responsive to automatically querying for identifying a best local price, the best local price comprising a lowest price at which the desired product is available for purchase as between the retailers proximate to the user; and

~~means for generating a customized offer for the item of merchandise based on the user profile and the result of the query;~~

means for displaying the best local price and an identification of a retailer from among the retailers proximate to the user at which the desired product is available for purchase at the best local price~~customized offer for sale of the item of merchandise for sale that is associated with the desired product and for displaying the location of the at least one retailer~~.

62.   (Currently Amended) The mobile shopping agent of claim 61, wherein the input ~~means for receiving~~ further comprises ~~a means for receiving an input of a plurality of products~~shopping preferences of the user.

63.   (Currently Amended) The mobile shopping agent of claim 62, wherein the means for locating further comprises a means for querying a computerized network based on the ~~plurality of products~~shopping preferences.

64.   (Currently Amended) The mobile shopping agent of claim 61, wherein the means for displaying further comprises a means for displaying a plurality of customized offers for ~~sale~~ item of merchandise for sale that are associated with the desired product.

65.   (Currently Amended) The mobile shopping agent of claim 61, wherein the means for displaying further comprises a means for displaying a list of a plurality of retailers proximate the user and for displaying an offer for sale of ~~the~~ items of merchandise for sale at the each of the plurality of retailers.

66.   (Cancelled)

67.   (Currently Amended) A method for presenting <u>a best local price</u> ~~an offer for sale~~ of an item of merchandise, comprising:

storing user profile information including user preferences related to at least one product desired to be purchased by a mobile user ~~and shopping preferences for the mobile user~~;

determining a physical location of the mobile user;

~~transmitting the physical location of the mobile user and the user profile information to a retailer agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;~~

querying ~~the~~<u>a</u> computer network based on the stored user profile information to locate a retailer proximate the mobile user that offers for sale the at least one product desired to be purchased;

~~generating an offer for sale for the at least one product based on the user profile and the result of the query; and~~

<u>identifying the best local price in response to the query, the best local price comprising a lowest price at which the at least one product desired to be purchased is available for purchase as between multiple retailers proximate to the user; and</u>

displaying the <u>best local price and an identification of a retailer from among the multiple retailers proximate to the user at which the at least one product desired to be purchased is available for purchase at the best local price</u>~~offer for sale of the at least one product desired to be purchased, the offer for sale being provided at a retailer proximate the mobile user.~~

68. (Currently Amended) The method of claim 67, further comprising displaying a location of the retailer at which the at least one product desired to be purchased is available for purchase at the best local price with respect to the location of the mobile user.

69. (Cancelled)

70. (Currently Amended) An automated retail shopping network, comprising:
a retailer agent configured to provide a computerized network of information related to items of merchandise offered for sale from a plurality of retailers, determine a physical location of a mobile shopper proximate the retailer agent, query the computerized network based on items of merchandise desired by the mobile shopper, and transmit an offer for sale of a desired item of merchandise based on the physical location of a mobile shopper relative to at least one of the plurality of retailers; and
a shopping agent communicatively coupled with the retailer agent and configured to store information related to desired items of merchandise and the shopper's shopping preferences, to transmit the stored information to the retailer agent, and to receive information related to at least one of the plurality of retailers proximate to the shopper offering for sale the desired item of merchandise, said received information being derived from a query of the computerized network based the stored information and the physical location of the shopper, to identify a best local price of the desired item, the best local price comprising the lowest price at which the desired item is offered as between the plurality of retailers, and to display the best local price.

71. (Previously Presented) The network of claim 70, wherein the shopping agent is further configured to display the location the retailer proximate the shopper with respect to the location of the shopper.

72. (Cancelled)

73. (Previously Presented) The method of claim 20, where the user profile is stored on a wireless handheld device.

74. (Currently Amended) The method of claim [[20]]73, where the wireless handheld device comprises a GPS receiver for determining the physical location of the user.

75.   (Previously Presented) The method of claim 20, further comprising displaying a map showing the physical location of the user relative to the physical location of specific retailers proximate to the physical location of the user.

76.   (Previously Presented) The method of claim 75, further comprising continuously updating the map as the user moves to show a new physical location of the user relative to the physical location of specific retailers proximate to the new physical location of the user.

77.   (Previously Presented) The method of claim 20, further comprising pinpointing the physical location of the user with an accuracy of approximately 100 feet or less.

78.   (Previously Presented) The apparatus of claim 28, further comprising a GPS receiver in communication with the processor.

79.   (Previously Presented) The apparatus of claim 28, further comprising a code segment that displays a map showing the physical location of the user relative to the physical location of specific retailers proximate to the physical location of the user.

80.   (Previously Presented) The apparatus of claim 79, further comprising a code segment that continuously updates the map as the user moves to show a new physical location of the user relative to the physical location of specific retailers proximate to the new physical location of the user.

81.   (Cancelled)

82.   (New) The method of claim 20, further comprising obtaining a user profile, the user profile comprising the information identifying the item of merchandise that the user desires to purchase and shopping preferences of the user.

83.   (New) The method of claim 82, further comprising:
          transmitting the physical location of the user and the user profile to a retailer-based agent comprising identifications of physical locations of the multiple retailers proximate to the user and items of merchandise available for purchase at the multiple retailers proximate to the user; and

receiving from the retailer-based agent the customized offer for sale of the item of merchandise offered for sale from a retailer proximate the user, where the item of merchandise offered for sale from a retailer proximate to the user corresponds to the item of merchandise that the user desires to purchase.

84.   (New) The method of claim 83, where the customized offer is generated based on the user profile and a result of the query.

85.   (New) The apparatus of claim 28, the computer executable program further including:

a code segment that transmits the physical location of the user and a user profile to a retailer-based agent including the computerized network of information having identifications of physical locations of the multiple retailers proximate to the user and items of merchandise available for purchase at the multiple retailers proximate to the user, the user profile comprising the item of merchandise that the user desires to purchase and shopping preferences of the user;

a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query; and

a code segment that receives the customized offer for sale of the item of merchandise from the retailer-based agent , the item of merchandise being offered for sale at a retailer proximate the user.

86.   (New) The method of claim 36, further comprising:

transmitting the physical location of the user and the user profile to a retailer agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

generating purchasing information for the item of merchandise according to the user profile and the result of the query; and

receiving the purchasing information from the retailer agent, the purchasing information including an offer for sale of the item of merchandise being associated with the item of merchandise that the user desires to purchase.

87.   (New) The method of claim 42, further comprising:

transmitting the physical location of the user and the user profile information to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

generating customized offers for sale for the item of merchandise based on the user profile information and the result of the query;

receiving from the retailer based agent the customized offers for sale of the item of merchandise from one or more retailers proximate the user; and

displaying the customized offers and a physical location of the one or more retailers proximate the user.

88.   (New) The apparatus of claim 49, the computer executable program further including:

a code segment that transmits the physical location of the user and the user profile information to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query;

a code segment that receives the customized offer for sale of the item of merchandise from the retailer based agent; and

a code segment that displays the customized offer and the physical location of a retailers proximate the user having the item of merchandise for sale.

89.   (New) The method of claim 56, further comprising:

transmitting the physical location of the user and the user profile to an agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers; and

receiving the purchasing information from an agent in response to the identifying purchasing information.

90.   (New) The mobile shopping agent of claim 61, further comprising:

means for generating a customized offer for the item of merchandise based a user profile and a result of the query; and

means for displaying the customized offer to the user.

91.   (New) The mobile shopping agent of claim 90, the user profile comprising shopping preferences of the user.

92.   (New) The method of claim 67, further comprising:

generating an offer for sale of the at least one product based on the user profile; and

displaying the offer and the location of a retailer associated with the offer to the mobile user.

93.   (New) The method of claim 92, where the offer is generated based on the user profile and the location of the mobile user transmitted to a retailer agent including the computerized network of information.